Press Release
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Foundation for Puerto Rico announces online auction in collaboration with designer Stella Nolasco

The money raised will be directed to support small business owners in island’s south region

February 12, 2020 – San Juan – As part of the initiatives established by Foundation for Puerto Rico (FPR) to support entrepreneurs in the south region of the Island, the organization has launched an online auction alongside designer Stella Nolasco. With the auction of an exclusive dress by the designer, FPR has the goal of raising $8,000 that will go towards the Puerto Rico Earthquake Relief: Small Business Support Program. The funds collected as part of the program will be distributed to entrepreneurs of the south region, particularly Ponce and Guánica, whose businesses have been operationally affected by the tremors in January.

“At FPR me have a clear mission, to support the economic development of the Island by transforming Puerto Rico into a destination for the world. Small and medium businesses generate 80% of the employment in Puerto Rico. It is vital to support affected businesses in the south region in a way that will boost the region’s economic growth, safeguard jobs and continue to provide the services that these businesses offer to the communities”, said Annie Mayol, FPR President & COO.

To hold this online auction, the renowned Puerto Rican designer donated to the foundation the dress that former Miss Universe Dayanara Torres modeled, closing her historic show at the New York Fashion Week (NYFW) 2018 edition. The collection was presented in February 2018, about 5 months after Hurricane Maria and received international media coverage for its denunciation of the treatment that the island was receiving after the atmospheric event.

“This week marks the second anniversary of one of the most special moments in my career, not only because of the great opportunity to perform at NYFW, but because I had the chance to take a message to the world and at the same time join in collaboration with FPR to support businesses affected by Hurricane Maria. Today, two years later I am joining FPR again to boost economic development in the south area so the region’s entrepreneurs can continue to operate”, said Stella Nolasco.
The money raised as a result of this online auction, will join the $180,000 that have been raised so far through donations made on FPR’s website https://www.foundationforpuertorico.org/donate and donations from various private entities. The organization’s goal is to raise $250,000, so we can impact about 50 businesses through cash grants of $5,000 per business.

“We have a goal set to subsidize about 50 businesses, however, this number will depend on the amount of funds we are able to raise. The more people who donate, the greater impact we can have on businesses in the south region. Therefore, FPR is reaching out to citizens to join this effort and together move the economy of the affected municipalities”, said Mayol.

The online auction will run for one month from the launch date on February ____, 2020. Those interested in participating can do so through www.foundationpuertorico.org.